

Appln. No.: 10/688,018
Amendment Dated August 10, 2006
Reply to Office Action of May 10, 2006

MAK-106US

Amendments to the Drawings:

The attached sheets of drawings include changes to Figures 12, 13 and 14. These sheets replace the original sheets.

Attachment

Remarks/Arguments:

Claim 32 has been objected to. Claim 32 has been appropriately amended.

Claims 1-42 have been rejected under 35 U.S.C. § 112, second paragraph. The Official Action raised a number of issues regarding the claims. Each issue has been addressed.

Regarding claim 1, the phrase "or groups thereof," the phrase has been replaced in the claim with more appropriate verbiage.

Regarding claim 1, the phrase "intended for..." has been deleted.

Regarding claim 1, the phrase "and the like" has been deleted.

The Official Action has indicated that the scope of "scanner-type data" was not clear. The claim has been amended to define scanner data.

The Official Action commented regarding various "procedures" which appear in Applicants' claim 1. The "procedures" have been stricken from the claim.

Regarding claim 1, the Official Action raised concern regarding the words "flexible" and "efficient." The words have been removed from the claim.

Regarding claim 1, the phrase "and various other-related influence factors" was found to be indefinite. That phrase has been deleted from the claim.

Regarding claim 1, the Official Action raised concern with the phrase "with the purpose of." The phrase has been deleted from the claim.

The Official Action referenced parts (d), (g) and (e) of claim 1 and indicated confusion regarding how those parts were interrelated. The claim has been appropriately amended.

Regarding part (e) of claim 1, the Official Action raised concern regarding the phrase "capable" the phrase has been deleted from the claim.

Regarding part (g) of claim 1, the Official Action raised concern regarding the scope of "isolating." The claim has been appropriately amended.

Regarding part (h) of claim 1, the Official Action again raised concern regarding the scope of "isolating" the claim has been appropriately amended.

Regarding part (h) of claim 1, the Official Action raised concern regarding the word "exposition" and the phrase "running on various in store monitors." The claim has been appropriately amended.

Regarding part (i) of claim 1, the Official Action raised concern regarding the phrase "only the data necessary." The claim has been appropriately amended.

Regarding claim 2, the Official Action raised concern regarding the phrase "other-related influence factors." The claim has been canceled.

Regarding claims 4 and 5, the Official Action raised concern regarding the word "bad." The word has been removed from the claim.

Other concerns were raised regarding claims 4 and 5. The claims have been appropriately amended to address those concerns, as well.

Regarding claim 7, the Official Action raised concern regarding the relevancy of "other-related influence factors." The claim has been canceled.

The issue regarding antecedent and basis of claim 8 has been addressed by canceling the claim.

Regarding claims 11-13, the Official Action raised concern regarding the phrase "capable of." Claim 11 has been canceled.

Regarding claim 17, the Official Action raised concern regarding the word "appropriate." The word has been deleted from the claim.

Regarding claims 18-20 and 22, concern was raised regarding the word "preferred." The claims have been appropriately amended.

Regarding claim 32, the Official Action raised concern regarding the word "preferred." The word has been removed from the claim.

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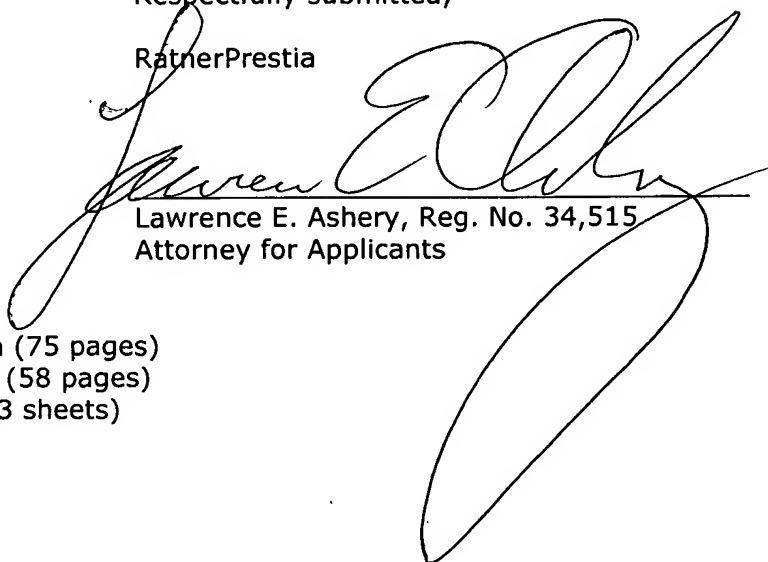
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Regarding claim 38, the Official Action raised concern with the phrase "can be." The claim has been appropriately amended.

In view of the amendments set forth above, the above-identified application is in condition for allowance which action is respectfully requested.

Respectfully submitted,

RatnerPrestia



Lawrence E. Ashery, Reg. No. 34,515
Attorney for Applicants

LEA/mjc

Attachments: Marked-Up Specification (75 pages)
Substitute Specification (58 pages)
Figures 12, 13 and 14 (3 sheets)

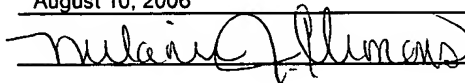
Dated: August 10, 2006

P.O. Box 980
Valley Forge, PA 19482
(610) 407-0700

The Director is hereby authorized to charge or credit Deposit Account No. **18-0350** for any additional fees, or any underpayment or credit for overpayment in connection herewith.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

August 10, 2006



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